

**COOPERATIVE ENDEAVOR AGREEMENT BETWEEN  
CITY OF CENTRAL AND CENTRAL CHAMBER OF COMMERCE**

WHEREAS, Article 7, §14(C) of the Louisiana Constitution authorizes municipalities to engage in cooperative endeavors with private associations or corporations for a public purpose; and

WHEREAS, the City of Central ("Central") and the Central Chamber of Commerce ("Chamber") desire to enter a cooperative endeavor agreement for the purposes of promoting Central's assets to prospective businesses and retaining existing businesses; and

WHEREAS, Central and the Chamber wish to retain and increase its tax base, to retain and create additional jobs and to stimulate the local economy by encouraging new business activities and diversifying the types of businesses in Central; and

WHEREAS, Central recognizes the need for a professional business program to provide quality job growth and increased economic opportunities for its citizens; and

WHEREAS, Central seeks to encourage and assist the Chamber's efforts to advertise and promote, encourage, and develop industry, trade, and commerce within Central; and

WHEREAS, Central recognizes the advantages to its citizens of marketing its assets in order to reach its objectives of business retention, expansion and diversification; and

WHEREAS, Central seeks to benefit by working cooperatively with the Chamber and entities to promote economic development in Central.

NOW THEREFORE, in consideration of the benefits to Central from the conditions and promises contained herein, Central and the Chamber agree as follows:

1.

Central and the Chamber agree to collaborate in an effort to further the economic interests of Central by working together to develop materials and participate in activities to encourage retention and expansion of existing businesses and to attract new businesses to Central.

2.

The Chamber's staff and members will be responsible for developing materials and participating in activities to encourage business retention and expansion commencing on December 1, 2019 and continuing through June 30, 2020. This Agreement may be extended by the mutual agreement of the parties provided funds are appropriated for the purposes of this Agreement.



3.

The Chamber's CEO will be designated as the coordinator of and as a spokesperson for Central's economic development activities including but not limited to events to promote the community, business retention or attracting new businesses to Central. The Chamber's CEO shall work in cooperation with the Mayor's office and any entity formed to promote economic development in Central. The Chamber's CEO shall be the primary contact for coordinating and providing information relative to business retention and expansion and attracting new businesses to Central.

4.

The Chamber shall be designated as the primary business development marketing and lead-generation organization for Central and shall coordinate with any business development organizations within Central and with state and federal officials responsible for economic development programs.

5.

The Chamber shall provide office space, office equipment and administrative and clerical support including but not limited computers, phones, training and staffing consistent with the delivery of professional business development services and necessary for its CEO to carry out the purposes of this Agreement.

6.

The Chamber shall submit bimonthly activity reports on or before January 15<sup>th</sup>, March 15<sup>th</sup>, May 15<sup>th</sup> and a fiscal year-end report of ongoing business development activities to the Mayor and the City Council. Reports shall include but not be limited to the number of contacts made with prospective businesses, the number of contacts made with existing businesses, the number of advertisements produced, the number of public service announcements produced and the number of events sponsored or attended.

7.

The Chamber shall compile and report data on the number jobs created and capital investments made in Central and other data which may encourage businesses to locate in Central.

8.

Prior to publication or dissemination of information or promotional items, the Chamber shall submit the proposed publication or promotional items to Mayor Barrow for approval.

9.

Central shall pay the Chamber a sum of up to \$4,000.00 per month commencing on December 30, 2019 through June 30, 2020.

[Signatures on the following page.]

CITY OF CENTRAL

By: David Barrow  
David R. Barrow, Mayor

CENTRAL CHAMBER OF COMMERCE

By: Ron Erikson  
Ron Erikson, Sr., President/CEO